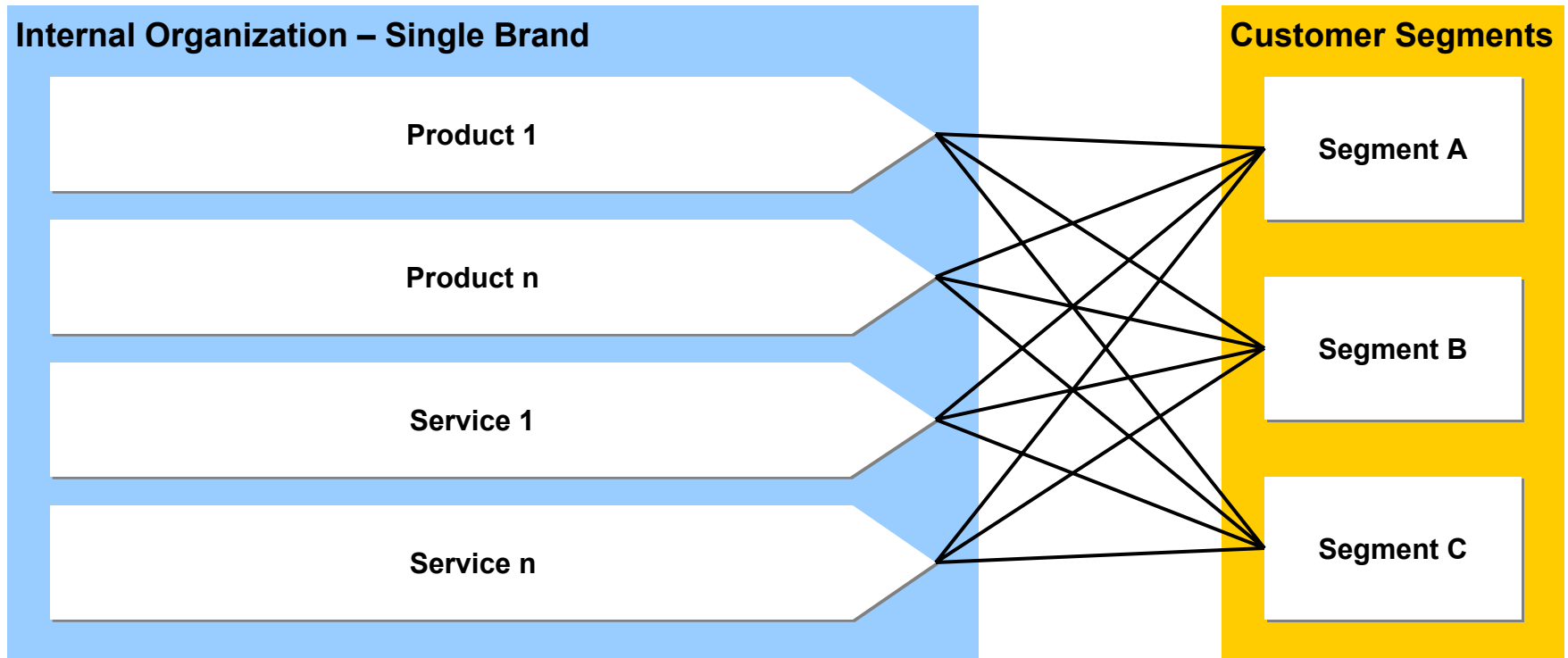


Customer Support Group

Concept Plan
(Briefing to APBI 2003)

Why a Customer Support Group?



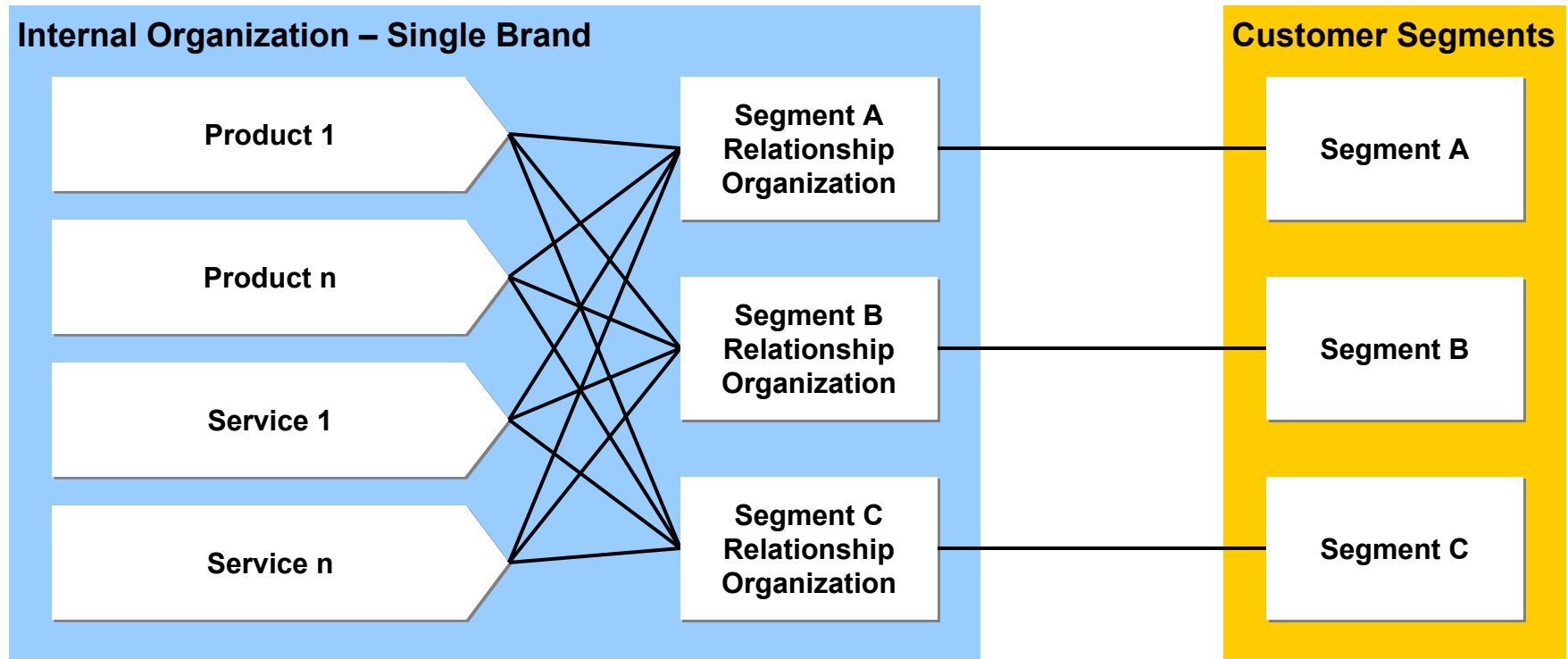
Customers know one brand but...

...experience multiple, uncoordinated interactions

...are subject to the organization's complexities

...must learn how to navigate the organization

Business Best Practices – Customer Segment Focus



Customers know one brand and...

...experience one, consistent interaction

...are shielded from the organization's complexities

...can benefit from bundled, integrated solutions

Customer Support Group Overview

Mission: Conduct mission and business development for the PEO. “Marketing” PEO capabilities, products and services to an expanding business base. Serves as the customer’s advocate to insure satisfaction and solutions that represent the best the PEO can offer in terms of interoperability, common components and re-use.

Functions:

- Assists CBU’s in achieving program and revenue growth
- Operates within an Integrated Solutions Methodology for new business
- Coordinates PEO participation in overarching M&S steering committees/working groups
- Develops, collects and disseminates market research
- Develops a mid to long range business forecast, and strategic business plan.
- Leads the PEO IPT for mission and business development exhibits and conferences
- Develops and implements Memorandum Of Agreements with customers
- Serves as customer advocate to measure satisfaction
- Educates and assists new customers on “doing business with PEO-STRI”
- Directs the PEO’s International Security Cooperation activities
- Directs the PEO-STRI Omnibus Contract (STOC) pass thru activities
- Develops and implements “STOC futures”
- Performs the Technical and Industrial Liaison Office (TILO) function
- Performs the Ombudsman function

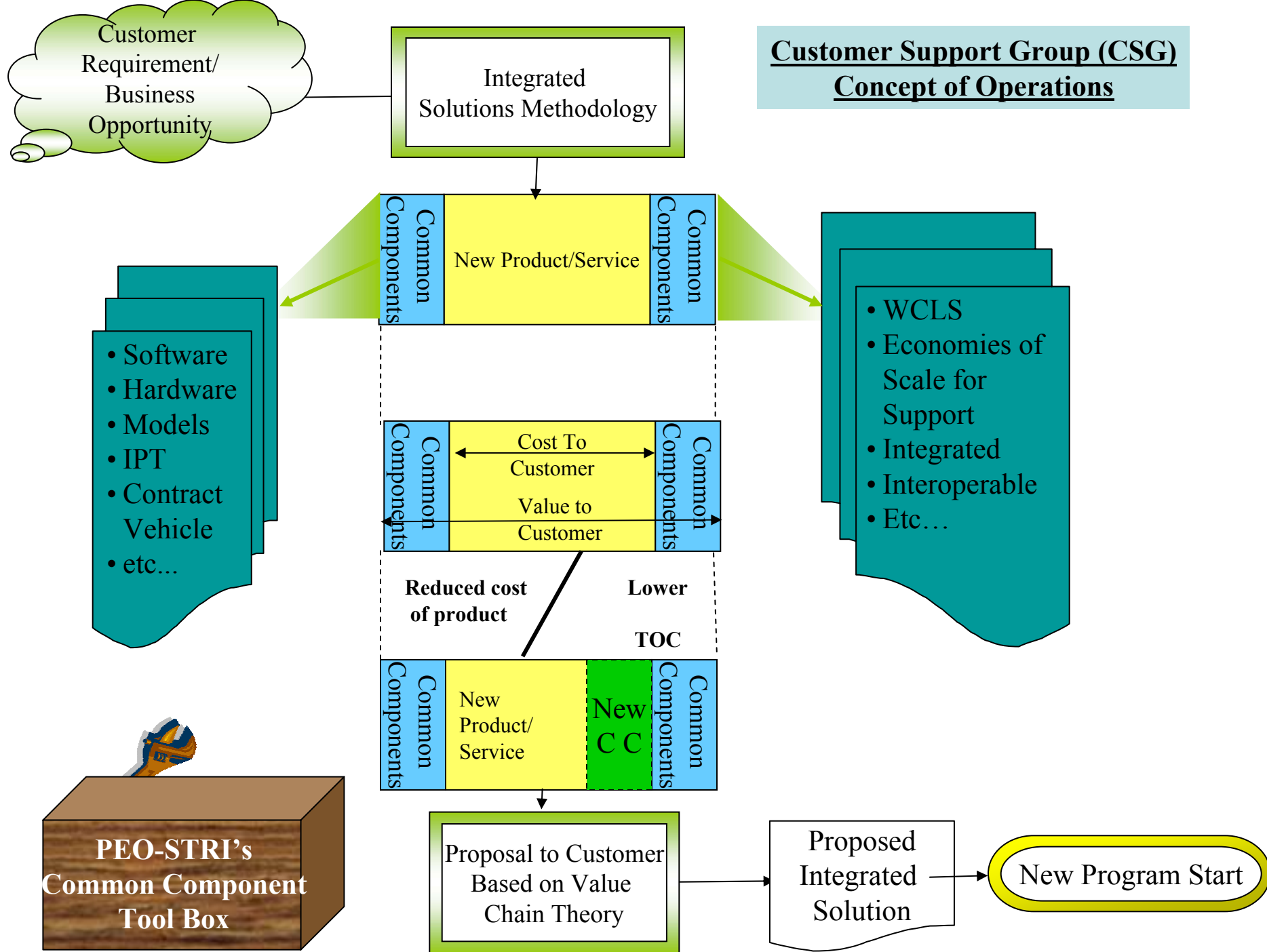


PEO STRI and the Customer Support Group

	<i>PEO STRI</i>	<i>Customer Support Group</i>
Mission	<i>Provide life cycle management of interoperable training, testing, and simulation solutions for soldier readiness and the defense community</i>	<i>Develop business opportunities by marketing PEO capabilities, products and services to an expanding global customer base. Represent customers to ensure satisfaction with PEO STRI integrated solutions.</i>
Guiding Principles	<ul style="list-style-type: none"> • We are warfighter focused • Our employees are trained, respected & empowered • We excel at SMART tools & capabilities • We ensure soldiers have the best training environment possible • We develop & maintain a professional & motivated workforce • We provide our workforce the tools and environment to excel 	<ul style="list-style-type: none"> • We are a service provider to the Core Business Units • We will be self-financing • We will create value above and beyond our cost to operate • We will take every new business opportunity thru the Integrated Solutions Methodology • We support total customer satisfaction
Goals		
A. Business Focus	<ul style="list-style-type: none"> • Increase business focus and be the supplier of choice 	<ul style="list-style-type: none"> • Develop business opportunities by demonstrating value
B. External Relationships	<ul style="list-style-type: none"> • Develop and improve relationships with external customers and stakeholders 	<ul style="list-style-type: none"> • Understand the needs of our customers and communicate the PEO's value
C. Organizational Effectiveness	<ul style="list-style-type: none"> • Continuously improve skills, process and procedures to enhance organizational effectiveness and efficiency 	<ul style="list-style-type: none"> • Continuously improve skills, processes and procedures to enhance cooperation within PEO STRI
D. Learning Organization	<ul style="list-style-type: none"> • Promote a culture of open communication, continuous innovation, and entrepreneurship 	<ul style="list-style-type: none"> • Use external insight to drive internal innovation
E. Customer Satisfaction	<ul style="list-style-type: none"> • Increase customer satisfaction 	<ul style="list-style-type: none"> • Exceed customer expectations through continuous communication, interaction and performance feedback

Customer Support Group (CSG)

Proposed Concept of Operations
For
Integrated Solutions Methodology



Bottom Line

The Customer Support Group (CSG) represents the **customer** within the PEO to ensure potential solutions meet both stated and derived requirements, and our response is not a single view but represent the “**best**” the PEO can offer.

PEO-STRI ConOps v.1(Draft)

Industry Reps, this is you!

And it's you that can help us make this happen!

First Step With Industry Partners...

Lets talk...

- Want to know the issues?
- Want to know what's good?
- Want to know what's not so good?
- Want to develop a report card!
- Want to track actions/progress on key issues!
- Want to maintain a regular dialog with industry partners!

Please provide myself or one of the Customer Support Group (CSG) personnel your contact information so we can schedule an opportunity to discuss what's on your mind!

Thanks!